

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

BMG1014 – MANAGEMENT
(All sections / Groups)

27 MAY 2019
9.00 AM – 11.00 AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of TWO parts in 5 pages (*excluding the over page*).
2. Answer **ALL** questions:
Part A: Multiple Choice Questions (50 marks)
Part B: Essay questions (50 marks)
3. Please shade all your answers for Part A in the OMR sheet and write your answers for Part B in the answer booklet provided.

Part A: Multiple Choice Questions

1. The top managers of the corporation are meeting to discuss how they will compete in their chosen markets and how they will attract and satisfy customers. These managers are discussing _____.
 - A. the business model
 - B. strategy
 - C. their competitive advantage
 - D. core competencies

2. The main reason strategic management is important is _____.
 - A. it allows an organisation to anticipate economic recessions
 - B. it can make a difference in how well an organisation performs
 - C. it reduces uncertainty
 - D. it simplifies the environment

3. Managers perform an external analysis so that they know about _____.
 - A. the firm's basic beliefs and ethical priorities
 - B. what the competitor is doing
 - C. what vendors wanted
 - D. their organisation's core competencies

4. _____ are positive trends in the external environment.
 - A. Strengths
 - B. Threats
 - C. Weaknesses
 - D. Opportunities

5. Organisational change can be defined as _____.
 - A. rethinking the organisation's target markets
 - B. innovation that affects employees and customers
 - C. a "cleaning house" of the top executives
 - D. any alteration of people, structure or technology

6. Organisations need change because _____.
 - A. the future is unpredictable
 - B. the environment is stable
 - C. external and internal factors create the forces for change
 - D. employees get bored with the status quo

Continued...

7. Which one of the following is an example of changing consumer preferences?
 - A. Cell phone cameras have never improved with each version of the phone.
 - B. Employers with at least 50 employees must offer health care plans.
 - C. A recession has caused an increase in unemployment.
 - D. The colours of houses is changing every year.
8. The increasing numbers of employed women and minorities forces managers to pay attention to _____.
 - A. organisational strategy
 - B. changes in the composition of the workforce
 - C. new equipment
 - D. changing technology
9. Which of the following is true on high-performance work practices?
 - A. It is easier to implement in organisations with centralized structures.
 - B. It involves well-structured job responsibilities as opposed to flexible assignments.
 - C. In spite of its many benefits, research indicates that there is no direct link between high-performance work practices and a firm's market value.
 - D. It encourages extensive employee involvement and greater employee control on decision making.
10. Which of the following steps in the human resource management process identifies and selects competent employees?
 - A. Orientation and training
 - B. Human resource planning and recruitment
 - C. Compensation and benefits
 - D. Planning and performance management
11. Which one of the following describes the leadership style in which a leader tends to centralize authority, dictate work methods, make unilateral decisions, and limit employee participation?
 - A. Capitalism style
 - B. Autocratic style
 - C. Democratic style
 - D. Laissez-faire style

Continued...

12. Which of the following steps in human resource management helps retain competent and high-performing employees?

- A. Orientation
- B. Selecting
- C. Performance management
- D. Training

13. Persons who are able to influence others and who possess managerial authority are known as _____.
A. entrepreneurs
B. leaders
C. managers
D. visionaries

14. Which one of the following leadership styles describes a leader who provides both directive and supportive behaviour?

- A. Telling
- B. Selling
- C. Participating
- D. Delegating

15. According to the path-goal theory, a leader who is friendly and shows concern for the needs of subordinates is known as _____.
A. directive
B. achievement oriented
C. participative
D. supportive

16. Alex was classified as an achievement-oriented leader by his team. Which one of the following would describe Alex's leadership style best?

- A. He lets subordinates know what's expected of them, schedules work to be done, and gives specific guidance on how to accomplish tasks.
- B. He is friendly and shows concern for the needs of his subordinates.
- C. He sets challenging goals and expects subordinates to perform at their highest level.
- D. He consults with subordinates and uses their suggestions before making a decision.

Continued...

17. The need for _____ is similar to Maslow's need for _____.
A. affiliation; safety
B. power; esteem
C. achievement; self-actualization
D. affirmation; esteem

18. Amber has called her work group together to assign tasks for the day. In this instance, Amber is using communication to _____.
A. control behaviour
B. provide feedback
C. express emotions
D. challenge her employees

19. Which one of the following cases is communication to control employee behaviour?
A. Sandy tells Mitch that she's happy with the progress he's making.
B. Glenn lets Ann know that the deadline for her project has been postponed.
C. Jan informs Sara that she must follow the dress code at work.
D. Chris gives Jason tips on how to improve his performance.

20. Brandon is telling his co-workers what he learned at the technical seminar which he recently attended. Brandon is using communication to _____.
A. negotiate
B. inform
C. regale
D. motivate

21. During the communication process, the message is converted to a symbolic form. This process is known as _____.
A. decoding
B. encoding
C. deciphering
D. symbolizing

22. _____ refers to the process of monitoring, comparing, and correcting work performance.
A. Controlling
B. Checking
C. Measuring
D. Verifying

Continued...

23. _____ is the final step in the management process, which provides a critical link back to _____.
A. Organizing; planning
B. Planning; controlling
C. Controlling; planning
D. Leading; organizing

24. At the end of every month, the accounting department submits a balance sheet, statement of profit and loss and cash flow statement to the senior management team. These are all _____.
A. personal observations
B. statistical reports
C. oral reports
D. written reports

25. The comparing step in the control process determines _____.
A. a company's relative position in the industry in terms of the standards used
B. a company's relative position in the industry in terms of performance variances
C. the variation between actual performance and an external benchmark from a competitor
D. the variation between actual performance and the standard

Part B: Essay questions

Question 1

a) List and explain the **FOUR (4)** basic functions of management. (8 marks)

b) With a supporting diagram, explain how an organisation operating in an open system? (9 marks)

c) Explain the **FOUR (4)** ways to invest in global business. (8 marks)

(Total: 25 marks)

Question 2

a) Provide **FIVE (5)** examples of ethical managers. (5 marks)

b) What are the characteristic of well-written goal for an organisation? (5 marks)

c) Elaborate **FIVE (5)** examples of decision making biases. (10 marks)

d) Why there is a need to have an organisational structure for companies with more than 200 employees? (5 marks)

(Total: 25 marks)

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